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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Before the
Federal Communications Commission
Washington, DC

In re Applications of

DAVID A. RINGER

ASF BROADCASTING CORP.

WILBURN INDUSTRIES, INC.

KYONG JA MATCHAK

SHELLEE F. DAVIS

) MM Docket No. 93-107

) File No. BPH-911230MA

) File No. BPH-911230MB

) File No. BPH-911230MC

) File No. BPH-911230MF

) File No. BPH-911231MA

INTEGRATION AND DIVERSIFICATION STATEMENT

Shellee F. Davis is an individual applicant, and consequently will own 100% of her proposed station.

When Shellee Davis' application is granted, Shellee Davis will serve full-time as General Manager of the station and will work full-time, a minimum of 40 hours per week in that capacity. She will terminate all other paid employment, and will sell her existing business, in order to effectuate that commitment.

As General Manager, Ms. Davis' duties will include overseeing and assuming ultimate responsibility for the day-to-day activities at the station, including sales, on-air, and general office departments. She will also be responsible for overseeing on-air logs and traffic, sales to agency and local accounts, the hiring of sales and office staff, and managing the Public File, the EEO program, the daily on-air newscasts, and the commercial production undertaken by the station.

Ms. Davis will seek enhancement credit by virtue of her gender (female), her minority status (African-American decent), her past local area residency adjacent to the community of Westerville (1982-92), her proposed future residency in or adjacent to Westerville, and her past local area civic activities and involvement in the business community. From January 1982 - 1984 she lived at 2390 J. Shore Blvd., Columbus, Ohio; in 1984 - 85 she lived at 1957 E. Prince George Drive, Columbus, Ohio; in 1985-86 she lived at 338 Olentangy-Forest Dr. in Columbus, Ohio; in 1986 - 1992 she lived at 5518 Mocassin Dr. in Westerville, Ohio; and from 1992 to the present she has lived at 463 Jessing Trail, Worthington, Ohio.

Shellee Davis' involvement in activities within the proposed service area of the

station are as follows:

She has belonged to a national women's civic organization called The Columbus Chapter of Links, Inc. for the past four years. In 1990 the organization's Project Lead program enabled her to work closely with sixth and seventh graders to help improve their self-esteem and offer alternatives to promote a more positive life-style. The organization adopted New Johnson Park Middle School and conducted various seminars for eight hours per week for a year. She was chairperson of the vocational education and career options module for a six week period. Also, for two years she was the chairperson of the Arts Committee. Her committee was responsible for the promotion of local artists and exposing the world of art to the minority community.

She participated in a United Way program called Project Diversity from 1990 to 1991, focusing on the preparation of minority men and women to serve as board members. She continues her involvement with the program by serving on the Advisory Committee to plan future Project Diversity programs. She was on the Columbus Speech and Hearing board from 1991 to the present, and on the New Salem Baptist Church Business Development Board from 1991 to 1993.

From 1990 through 1992 she was involved in mentoring with two established

provides the time to advise them on the resources and the contacts she has had available.

In 1988 Ms. Davis instituted a Britt Business Systems, Inc. ("Britt") project where she keeps on-staff a student from one of the Columbus high school career centers who is studying business, and the program continued through 1992. On a part-time basis the student assists the office manger with a variety of duties such as answering the phones, filing, typing, minor bookkeeping and data entry on our computer. Ms. Davis' intention is to give the student hands-on business experience in a business environment. They learn what makes the operation flow, the importance of detail which is essential in business, and how to use better judgement about their career direction.

Also, as a Britt project, from 1988 to the present all the employees have donated personal goods and money to one or two needy groups of Britt's choice at Christmas.

Ms. Davis was a 1991 "Columbus Chamber of Commerce Small Business Person of the Year" Finalist, which is an award given to small business owners who exemplify high business standards and extensive community involvement; 1991 U.S. Chamber of Commerce Regional Retailer of the Year, which is an award given for business excellence in retail trade and an emphasis on community involvement; 1991 NAACP Honorary Chairperson which was bestowed upon Ms. Davis for her involvement in the African-American community, and involved making for a large donation to the organization and provided an opportunity to make a presentation at their dinner; 1991 National Urban League Conference Presenter, which involved focusing on successful strategies in dealing with the dilemma of African-American Entrepreneurism; 1991 Winner of the Ernest and Young, Merrill Lynch & Inc. Magazine "Ohio Entrepreneur of the Year" Award, which is an award given to business people who have

excelled in business and community involvement; winner of the Ohio State University Counsel of Black Students Administration "New Venture Award", which is an award given to emerging Black entrepreneurs who are utilized to set an example for Ohio State students; and 1990 Columbus Chamber of Commerce "Minority Business of the Year" award winner, which is an award given for business achievements recognized by local businesses and corporations. She operated the number one Xerox regional dealership in 1989, and her operation has been among the top five Xerox dealership nationally from 1988-91.

In general, all of Ms. Davis' awards that she has received have included a recognition on her community involvement. Ms. Davis has felt that in order to be a well-rounded business person, you have to give back time and energy to the community. In receiving awards and other recognition from the community, she has been noted as a worthy role model to the community in general, and the African-American community in particular.

Some of her other community involvement is as follows:

- o King Center Annual Campaign Chair for Black Owned Businesses, 1991-92. This organization solicited financial support for the King Center, which is a multi-cultural center that focuses on programs for children.
- o News 4 at Sunrise Program Guest, 1991, in conjunction with Entrepreneurship Women Week;
- o Center for New Directions Panelist, 1991 where she was a speaker to women who want to start their own businesses;
- o Member of the United Way Business Development Committee, 1991, in which capacity she solicited donations from other minority businesses;
- o Linden-McKinley High School Presenter, 1991, where she

was a speaker to high school students about careers in future technologies;

- o Columbus Chamber of Commerce Project Future Mentor, 1991, in which she employed a high school student for six weeks to provide real-life work experience;**
- o Columbus Government Workshop Panelist, 1992, in which she spoke to anyone interested in starting their own business or who has been in business for less than three years;**
- o Ohio Department of Development's Women in Business Panelist, 1992, in which she spoke to the Columbus Chamber and other entrepreneurs about common problems experienced by female entrepreneurs;**
- o Red Cross Neighborhood Volunteer, 1990, in which she solicited donations door to door;**
- o Judge for the Entrepreneur of the Year 1992 Awards, in which she aided in selecting 1992 awardees;**
- o Columbus Regional Minority Supplier Development Council's Input Committee, 1990-present, in which she participates in program formation;**
- o Ohio State University's Young Black Scholarship Program participant, 1987-present, in which she assists her Link Sisters in mentoring and raising funds to allow local high school students to prepare for college;**
- o Financial contributor to many charitable causes such as "I Know I Can," "Buckeye Boys Ranch," "United Way of Columbus," "United Negro College Fund," and the "Ohio State University - Minority Student Development Fund", etc. 1988-present**

Ms. Davis has no other broadcast interests. No credit will be claimed for past broadcast experience. No AM-daytimer credit will be claimed.

CERTIFICATE OF SERVICE

I, Dan J. Alpert, hereby certify that foregoing document was served on May 6, 1993 upon the following parties by First Class Mail, postage prepaid:

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